

Inspira



Page-2
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FROM THE HEART

How time flies! We are in the sixth year of Lila Poonawalla Foundation and one year since we launched INSPIRA. These milestones are laid for a TRUST that not only gives monetary assistance to young women for achieving their dreams but also lays down honest and transparent rules on which this foundation will work for years to come.

INSPIRA has become a real inspiration not only for the Lila Fellows who read it but also to the well wishers of the Foundation and to the editorial team THE CRUSADERS, who are working very enthusiastically all the time to bring to us new layouts, interesting contents so that it does not become just another tertial magazine.

Ours is a dynamic Foundation. We continuously review our own handicraft and make the selections without any prejudice and influence. With July comes the hectic activity of shortlisting academically outstanding and financially needy candidates for interviews followed by a final round of selection. The Award function is slated for the first week of August. We have a very Dynamic Lady as our Chief Guest. You will hear all about her at the function.

What I now aspire is that all LILA FELLOWS should inculcate the goodness of sharing what they have, however little, for those unfortunate ones who have yet to get a break in life. Believe me, the happiness that you will get from sharing whatever GOD has given will be much more than what you will get out of receiving.

I take this opportunity to wish all the new recipients of the scholarship and all the LILA FELLOWS the Very Best!

My thanks and good wishes also go to the Board of Trustees who have worked very hard to complete this year's selection in time.

Loves

Lila Poonawalla.



Lila Poonawalla

Chairperson,
Lila Poonawalla Foundation

Introducing our new Trustees MS. VASANTHA RAMASWAMY and MS. SURABHI NAG.
They will feature sometime in our forthcoming issues.

Mrs. Vasantha Ramaswamy



Her achievements :

Mrs. Vasantha Ramaswamy is one of the first woman mechanical engineer from the University of Pune with a B.E. and M.E., who until recently was Joint Director with the Defense Research and Development Organization of the Government of India. She has several 'firsts' to her credit. The successful development of Safety Arming Mechanisms and Fuses for Guided Missiles as well as aircraft bombs for the first time in India is one of her achievements. She also developed the indigenous technology for the design and

manufacture of very large size Ball and Roller Bearings called 'slewing rings' and the design and reliability proving of certain mission critical systems for Agni-II Guided Missile Launcher.

She has won the Agni Award for Excellence in Self Reliance 1999, the DRDO Best Project Award -1985 and IMM Ginni Best Woman Executive Award 1987.

Her current commitments :

She is an honorary member of various regional and national level bodies for technology development and awareness such as CII, BIS etc.

Mrs. Surabhi Nag



Her achievements :

Mrs. Surabhi Nag has an honors in English at her graduation, is a lawyer and was 'called to the bar' from Lincoln's Inn, London and practiced at the Bombay High Court for about five years. She has been a free lance journalist for forty years for prestigious newspapers and magazines and involved with many of Pune's social service institutions like the Poona Women's Council as treasurer, editor and trustee. She also was the District Chairperson Association Council Member of Inner Wheel, District 314 and 315 respectively.

Her current commitments :

Presently she is Chairperson of K.K.Nag Limited, Managing Trustee of the Nag Foundation which promotes Indian Art and Culture and upcoming Indian artists. She also is President of Women's International (WIN) Club.



A Trip Back Home.....

In the last issue, we had carried a photo feature of our senior trustee, Mrs. Maya Thadhani's visit to USA last fall. We meet her and she shares with us her very special and memorable moments over some delicious lime juice. **Though it is not unusual for Mrs. Thadhani to visit USA, this trip was extra special and nostalgic. She tells Lubainah why it was so.....**

Apart from visiting her daughters, Sharmila & Sonya and her son-in-law, Kevin Hutchins in Colorado and California, she visited the Big Island of Hawaii for a family reunion over Christmas. En route, she specially stopped over in Honolulu to visit the East West Centre, the University of Hawaii where she did her post graduation in Microbiology and Public Health in 1966-67 and to meet her American host Mom Eleanor Nordyke, who she has kept in touch with for the last 35 years! "Never in my wildest dreams did I imagine that I would ever get an opportunity to visit Honolulu again. It was a trip back home to my University, to my dorm and to my room where I lived as a student. I am ever grateful to Ellie Nordyke who extended her gracious hospitality to my family and took time off to drive us around the beautiful island of Oahu."

Meeting the Lila Fellows whom Mrs. Thadhani proudly refers to as "my family" was a special treat. We could see the sparkle in her eyes as she regaled us with stories of her trip. Here it is in her own words.

"It was a great pleasure meeting the girls so far away from home. Neetu Bhatia took a limo from Denver to Boulder to spend an afternoon with us. She is a successful Wall Street executive with Lehman Brothers. Jovina Amor who is a highly acclaimed architect in Denver invited us to lunch, but the drive from Boulder to Denver was a nightmare. We were caught in a terrible snow storm but finally made it and spent a lovely afternoon at her home. The California gettogether was a lot of fun too. Ruchi Kapoor, Uma Kelkar, Mitalee Gujar & Deepali Ravi joined us to celebrate Mitalee's birthday over a sumptuous desi lunch at 'Amber' in Mountain View on December 10. I also met Dr. Supriya Kulkarni from Toronto, Urvashi Desai and Deepali with hubby Ravi at Sonya's home in San Francisco.

I was also in touch with other Lila Fellows, Vijayalaxmi Mishra is engrossed in her research at the university of Georgia and Jyoti Dalvi is teaching the undergrads at the University of Missouri, Samidha Ghatpande, Shama Zanpure, Ashwini Dixit and Koyel Ghosal have fought against all odds to get where they are.... They deserve the best.

It was an overwhelming experience. We shared our feelings as a family. I was happy to see the Lila Fellows settled and doing well. The metamorphosis was amazing. They are confident, independent and successful. Each and every one of them.

Colorado is God's own Country. Our two month long holiday starting September with Sharmila and Kevin in Boulder was replete with long drives to the snowcapped mountains, the Rocky Mountain National Park where we stood at the continental Divide and hot cups of herbal teas at Celestial Seasonings America's largest manufacturer of herbal teas.

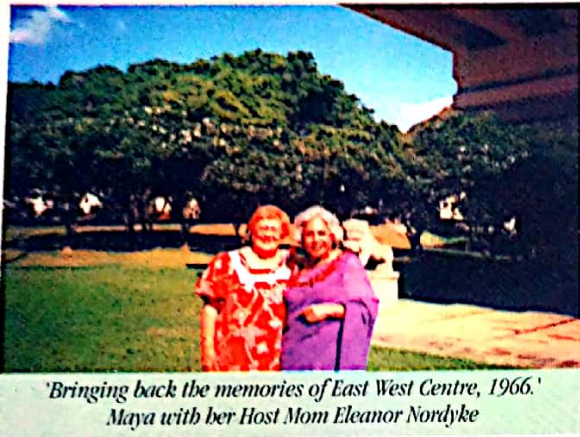
Our next stop was California where we spent another two glorious months with our younger daughter Sonya in San Francisco. What a charming city! It was a busy Thanksgiving week when we arrived Grandparents' Day at St. Andrews, my nephew's school, a traditional Thanksgiving dinner at my brother's home, our wedding anniversary and a scenic drive to the wine country, all rolled into one. I was very touched by the way grandparents are honored there. We were felicitated as grandparents who had come the farthest away from Saratoga! Thanksgiving was special. Families spend a lot of time together.

As the youngest in the Hawaiian chain, the Big Island of Hawaii is a landscape like nothing on earth stunning beaches, rich tropical jungles and still active volcanic eruptions. We actually saw a river of fire at the Volcanoes National Park!

It was a long journey from San Francisco to Singapore, our last destination before reaching home (on 11 Feb.) Gerry Santhou who was a student at the Film & Television Institute of India, Pune in the 70's played host. We were his host family way back then! Singapore was everything you have heard and read about. Clean and green. Orchids everywhere....

It was an amazing holiday. When I flick through my albums, I see beyond the outline of people and places. I see the faces of my children, my family, Lila Fellows and friends of yesteryears expressing their happiness and excitement at rebuilding connections. The singing, dancing, laughing and sharing were the greatest gifts we gave each other. In fact, we brought a piece of their hearts home with us. Thank you for pouring so much love and happiness into our

"Trip Back Home."



*'Bringing back the memories of East West Centre, 1966.'
Maya with her Host Mom Eleanor Nordyke*



With Sonya, Sharmila, Kevin and Indir Thadhani



Dr. Arun Nigwekar, Chairman University Grant Commission, releasing the 3rd issue of Inspira, seen here with the crusaders Rajani, Kavita, Lubainab, Uzma and Jaysree

Down Memory Lane... SNIPPETS



*"Isn't it wonderful to feel
and know that you are creating
so many Lilas every year.
India would be richer in content
with all of them."*

A message from Dr. Kiran Bedi IGP, Delhi to Lila



Trustees Maya and Lila sharing with Shama Zangpure her experience with NASA



Trustees Maya and Surabhi meet Supriya Kulkarni and Manjusha Gupte



'Breaking Records' is Rajani Panchang with the highest score of 80.5% at her M.Sc.



Parents appreciating Lila Fellows receiving their certificates at 'The personality and grooming session' by Mr. Minocher Patel. Seen here is Lila Fellow Snehal Mahamunt with her mother.



Trustees of LPF putting their heads together to select the best for 2001 scholarships

From a drop to a flood - The Anand Story

Crusaders Snehal and Uzma share their Anand experience...

17th April 2001. The long awaited opportunity given to us by LPF to visit Anand, Gujarat finally arrives. The dialogue with Dr. Amrita Patel, chairperson of the National Dairy Development Board (NDDB) and a visit to a few other related institutions is a wish come true.

The sojourn turns into an odyssey.

Gujarat was not what we expected - an under developed and arid district. Stepping onto the Anand Railway platform was stumbling upon a hidden treasure. The wide spectrum of the Anand lifestyle ranges from that of a humble agrarian economy to a selfgoverning township that could give Thomas More's 'Utopia' a complex.

Anand has, housed in its precincts, The Karia District Milk Producers Union, set up in 1946, successfully checked the monopoly of a private firm that obtained and marketed milk in some of villages of Kaira District. At the instance of the then Prime Minister of India, Sri. Lal Bahadur Shastri, a plan to replicate the Anand success story all over India through the methodology of Operation Flood, was drawn. Thus was born the NDDB in 1965.

Spread over several villages are the closely integrated Milk Cooperative Societies where individual milk producers come together breaking all barriers of inequality and pool in excess milk, which is then sent for further processing. Downright cash is paid to them everyday. Membership to the cooperatives costs only 1 rupee. The idea of course is to make it a farmer friendly enterprise. The awareness of democracy as an individual right even among these uneducated folk comes as a pleasant surprise. The cooperatives are democratic institutions learning to control resources they create by forming and governing their own institutions. Blessed with people of vision, the cooperatives flourish. Amul only decides the price, the rest is based on the farmers' cooperative decisions based on their needs. Thus, the multitier cooperative is under the farmer's control involving him entirely in the process of its development. Success here is unity and a joint work ethic.

"The basic philosophy of the Anand pattern is to combine India's greatest asset the power of its people with professional management in a vertically integrated cooperative structure that establishes a direct linkage between those who produce it and those who consume it eliminating all middle men."

The farmers learn economic and political responsibility and self-reliance. Here they rise above their narrow self-interest and act together in pursuit of long term goals. This is one half of the success story. Tremendous planning and managerial expertise that goes into the forming of the Anand pattern is the other half of the success story.

Unlike other employers, there is no exploitation or deception of members as everything from measuring the percentage of fat content in milk and payment in its proportion, is computerized. There is neither a fear of adulteration nor of being paid equally despite variation in the quality of milk. One perceives sincerity at its best.

Though there are uneducated rural women, they surpass their educated counterparts in efficiency. There has been an increase in the families' economic well being and they now pay greater attention to the health and the education of the girl child. They are keen to develop leadership and ensure steady membership. They need more committed women workers to extend their help to such cooperatives.

The Tribhuvandas Foundation is another organization that runs on the surplus of the cooperatives. Dotted with flora and fauna, the Foundation is synonymous with health care and economic independence of women. They are seen involved in various projects implemented for them such as the upkeep of the maternity home, where rural women are even provided with manuals and pamphlets (for ailments like anemia) that are so designed as to aid them in self diagnosis.

Economic empowerment of women is encapsulated in the preparing and selling of hygienic delivery kits that can be used at home without assistance of anyone. Women also create beautiful handmade bedsheets, bags and other articles that fetch additional incomes.

The cooperatives also contribute towards social welfare and community development projects such as construction of infrastructure, starting schools and family planning programmes among others. The Union extends its tentacles over provision of other services like manufacturing and selling cattle feed, disease prevention, providing artificial insemination for cattle, training in skills of milking and a mobile veterinary at the doorstep.

The Shree Krishna Hospital and Medical Research Center is a massive hospital run by the local community. Their motto 'solace to the suffering', hits the mark. Patients from all walks of life are treated without discrimination in attendance that is truly remarkable.

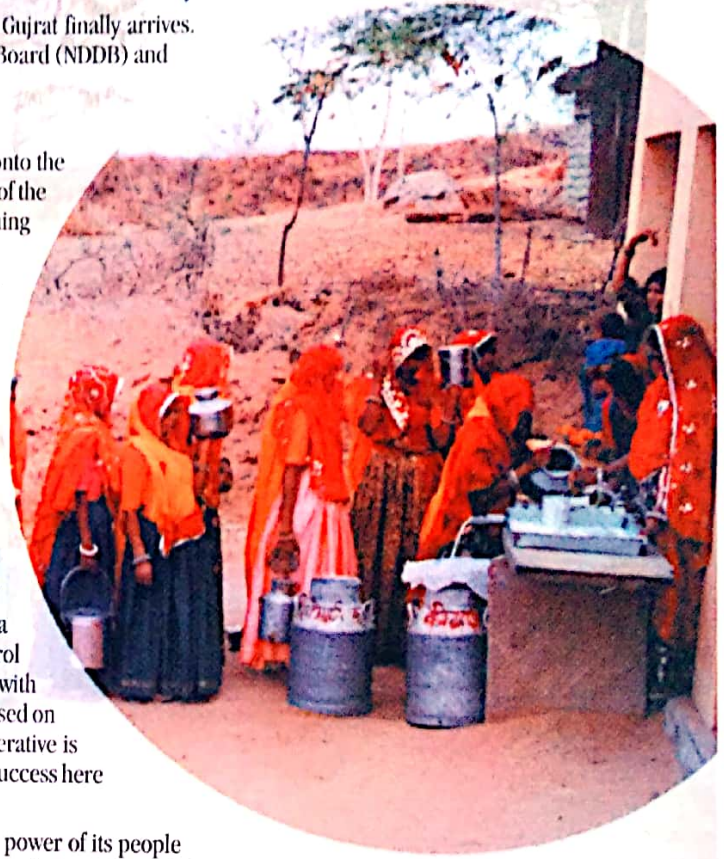
All these revolutionary changes in a small developing town are impossible unless its citizens are driven to a cause. Total dedication is a ubiquitous ethic where work is 24 hours a day, 7 days a week, even for Amul, as "buffaloes know no Sundays", remarks our host, Mr. Mistry.

Change is impossible without a vision and a vision, futile without action. Economic empowerment of women, literacy, education of the girl child, tapping of natural resources, community development and above all, commitment, do not exist here as visions but as actions. Even the officers accompanying us were very enthusiastic to show us around, no matter what time of the day they were summoned. Their talk was not an empty boast but a live demonstration of their accomplishments.

'Cooperative' does not dwell as an edifice alone but as 'cooperation' in the hearts and minds of those souls.

The people of Anand know what it takes to be happy. For them, it is not a Utopian dream. It is theirs. Entirely. And well deserved.

'From a drop to a flood'. That is how the sojourn turned into an odyssey.



'Challenge is a part of life and you learn to take it in your stride; knowing that you will lose most of the time, win some of the times but become a better person either way for having tried'
vouches Preeti Tamang



who has taken into her stride big names like the Tata Cummins, the Maruti Udyog limited and Cummins Infotech, Pune.

The first job always holds a special place in one's experience of work.

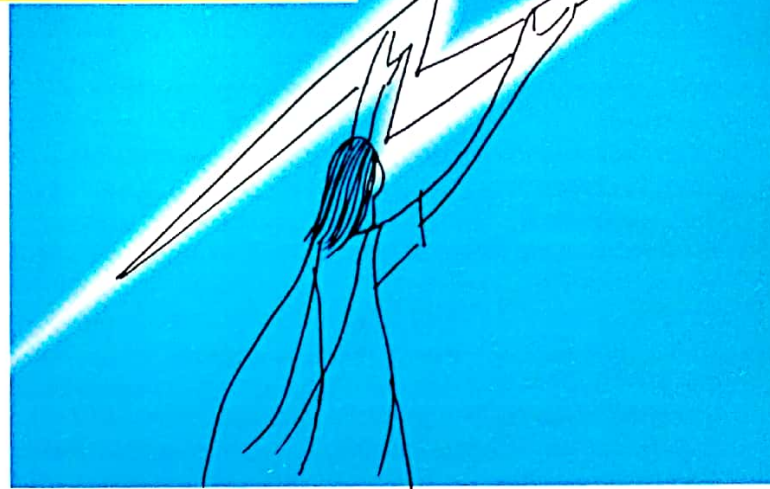
"My first job after completing my engineering degree in Electronics and Telecommunications was as a starry-eyed graduate Engineering Trainee with Tata Cummins Ltd. in Jamshedpur, the steel city. I still remember the tense days of making a decision to take up a job in a farflung place from Pune, given the fact that I had lived with my parents in this wonderful city since my infancy. There were numerous well meant pieces of advice not to make this move, but the deep desire in me to be independent and the attractive prospects of a good job, made me go ahead. My parents though understandably hesitant, finally relented. They have always understood me best and their belief in me gave me the strength to take up this challenge.

I never regretted this decision. Since the company was young and the systems and policies were still taking shape, there was tremendous opportunity to learn. A myopic attitude at work is one of the biggest blunders one could commit. Believe me, however busy one might be, an open eye and ear does not take much effort and the rewards make a significant contribution to one's development.

Another significant factor, which helped mould my work attitude, was my experience of being the only woman amongst fiftythree men on the shopfloor. I was on the electronics maintenance team and was responsible for the maintenance of the equipment in the assembly line. I had to interact with the workers constantly on this job, which initially was tough (especially given the fact that this was my first job), but looking back now, I feel this was a blessing in disguise. This gave me a better understanding of the male psyche, which has helped me in my later jobs even if they have not been the hardcore shopfloor types. It helped me understand the difference between being assertive and being pushy, about being professional as well as many other lessons learnt through mistakes, which will remain my guides for life.

Being in a young company, I was given major responsibilities very early in my tenure like commissioning and installing a critical test cell in a short period. I accomplished this through focussed hardwork. This boosted my confidence tremendously. Even now when I am faced with insurmountable difficulties, I remind myself of my previous accomplishments against all odds. The other side of the coin while working in a new organization is the insecurity about its success as well as frustrations due to lack of systems and policies. Therefore, your comfort level while working in such a setup depends on your ability to make sense out of chaos.

My second job was with Maruti Udyog Ltd. in Gurgaon after completing my MBA at XLRI, Jamshedpur. This was very different from the previous job. It being an established company with everything in place, the role of most was to execute policies formulated by their predecessors (which sometimes were quite outdated). Despite this, there was still so much to learn in terms of the Japanese workstyle that had a significant influence on the overall work ambience. The



emphasis on thrift, discipline and continuous improvement was rigorous. The systems were minimal, yet sufficient to meet the current requirements of the organization and the rising competition resulted in visible changes in different areas. One still had the scope to add value to ones work through employee suggestions, which became a policy practiced sincerely, but at times this used to get stymied by the bureaucracy inherent in large organizations. Advantages were a secure job and the feeling of working for a widely recognized company. Therefore though I had a well paid job and was doing well enough to get a promotion in a short duration of time, my job satisfaction was steadily diminishing and the feeling of being just another small fish in large waters was setting in.

Incidentally, I got an offer from my previous organization for a startup venture in IT, called Cummins Infotech, in Pune. The attraction of working in a young organization plus the thought of being back in Pune, was a strong motivator.

So people, here I am, in a completely different work environment. There is the ubiquitous chaos in any young organization beside the surety of being heard and making a significant contribution. Moreover, nothing surpasses the feeling of satisfaction and pride in seeing ones ideas actually taking shape and becoming a fragment of the company culture. I would like to add that this does not mean that your suggestions are always met with open arms, but consistent assertiveness coupled with tact, will at some point make others sit up and take notice. For this, of course the basic requirement possesses a high level of confidence, which comes from knowing ones job well.

I hope, sharing this work experience of mine, (though not much, I admit) is rich enough to share and helps other women professionals in the threshold of their careers to get a better perspective to take on life's challenges with the right attitude".

LEADING LADY

Soft beneath the tough exterior, a brilliant conversationalist, a paragon of an honest businesswoman and a devout human being and armed with the weapon of service is an 'Amulya Woman' trilling for the Anand Mission.

Uzma Kazi unravels the many facets of partisan Dr. Amrita Patel, Chairperson of the National Dairy Development Board (NDDB).



You are working in a field uncommon to women. Please comment.

When I became a vet (a vocation uncommon to women then) my vision was limited to cats and dogs in the city. I came to Anand from Delhi when I was 15 and I saw my village for the first time. A farmer's life depends on one buffalo, which is very vital for him. I chose to work here because it gave me the satisfaction of keeping his livelihood intact. It was very much a man's domain then. Dr. Kurien too initially refused to employ me. I was an accident, an exception. At the International Dairy Federation at Brussels, they were fascinated to see a woman professional from this part of the world.

You see, separate arrangements have to be made for women workers. Therefore, it is convenient to have male employees. At work men are comfortable without women therefore they are kept sidelined. That is the price you have to pay for being a woman professional. (Smiles)

How was your experience of working with India's 'doodh wala' Dr. Kurien?

Dr. Kurien is a hard taskmaster, sets very high standards of work, is very demanding, always trying to achieve the impossible and achieving it. He is vivacious and has an unbeatable sense of humor that is why, I think, we put up with him. Else, it would have been very trying.

Why do you aim to get 50% of the women in the cooperatives and how do you propose to motivate them?

Firstly, we need to get into the 'why' of it. While land assets are under the control of the man, the woman looks after the cattle. She is in close contact with her work hence understands it best. We want women to exercise their rights, take responsibilities as members and stand for the cooperatives elections. At Anand, we believe in elections, not reservations. On winning elections power goes to the head of men and takes them away from the very purpose of their being elected as chairmen of the village cooperative society. Women are just the opposite. They will put in their best for the growth of the cooperative. Therefore, we need women, as dedication is their innate quality. We prepare them for the task. First we focus on their health then train them in using the tools. They are invited to attend board meetings to see the planning and decision making process. They develop the courage to forward their opinions. Therefore, with 50% of men and 50% of women members the decision making is balanced.

How can there be a balance between values and an open trade policy?

It is extremely difficult to strike the balance between liberalization and globalization. They stand for the absence of values in aiming at the basic disparity between the haves and the havenots. Who cares about the poor? I do not have the answer myself. The future seems frightening. At NDDB our trump card is honesty. Bribery is shown the door. Today most suppliers think that we are insane. At the end of the day, we are answerable to ourselves, aren't we? Armed with values we may trundle along but the rewards are overwhelming.

Your advice to women aspirants.

Work harder than men do. Never ask for concessions. It is true that most are unfortunate in having unsporting men folk. Nevertheless, make the sacrifices, decide what you want to and do it. For those who are fortunate to have domestic help, the responsibility of putting in their 100% is certainly expected. Women have the reputation of being conscientious. Go ahead, lead and let the men follow.

If Dr. Amrita Patel were not what she is now, what would she have chosen to be?

I would love to be in post office, stamping letters mechanically for I would not have to think, plan and take decisions. Unfortunately, with computers taking over I may be deprived of my dream (grins) Sometimes I am tired of fighting and taking decisions. However, with the occasional glimmer of a few dedicated people, I feel it is worth the struggle.

How does the Iron lady spend her leisure time?

Flying pigeons and breeding them. Though I have very little time, I indulge in reading, listening to music and gardening. I love my little garden. Saturdays are for looking into the hospital activities. We are born to serve. What is life without serving those in need?

"So, serve!" says the Saviour as we leave.



EVE'S VOICE

THIS TIME, RAJANI PANCHANG CATCHES UP WITH TWO DAMSELS WHO HAVE TAKEN UP THE PATHS LESS TREADED BY THE FAIRER SEX



Kirti Shirke

Resolutions are easy to make but difficult to keep. Kirti Shirke too went through such turbulence soon after joining the Civil Services. Now by the end of her probation period, she has gained the poise and confidence that she will go a long way... up!

Kirti completed her Bachelors from the Agricultural College in Pune in 1997. After her graduation, it dawned on her that a degree in Agriculture could not offer her bright job prospects, though she got an offer from a Rose industry in Zambia that required her to be incharge of everything

from production to marketing. Apprehensions about being a woman, leaving her family, friends and Pune and landing in South Africa made her turn down the offer.

She applied for the Lila Poonawalla Foundation scholarship, was selected, and could pursue her postgraduation. She strategically planned her future, took admission in a college at Rahuri, and began devoting 14 to 16 hours a day for the Maharashtra State Civil Services Examinations. Her project guide was cooperative and the staff gave her leeway too. In 1999 she not only completed her M.Sc. with flying colors (she missed her gold medal by a few marks) but also successfully cleared the MPSC prelims, the mains and personal interview, only to be selected as a 'tehsildar'.

"A tehsildar is incharge of rural development and welfare in talukas and the job profile involves regulating and maintaining records of land registration, revenue, taxes, births/deaths, affidavits etc. The two year probation involves 16 months of training and 8 months of independent charge. I keenly look forward to taking charge in December, when I will shoulder more responsibilities and work round the clock", says Kirti.

About the training she adds, "I was at the Secretariat for a year, the Center from where the State Government operates. Of the 11 desks, I was at the 'Assistant cadre' at the 'Revenue & Forest' desk. I had to entertain complaints and applications, especially those regarding illegal felling of trees and confirm the same in field, collect data and report to the Senior Officers. Lots of political pressure and inconvenience of time, money and security make the working conditions difficult. This silent learning process made me skeptic about my decision. I felt I was in the wrong place. But the undying support of my family and a few mentors in office taught me that the system is the same in every walk of life and 'who dares, wins'. The job has trimmed my personality to fit the system. Silence, vigilance and selfcontrol are the keys to success. One of the greatest lessons I have learnt is that solitarily I cannot clean the system and exist in it. I can keep myself clean."

Nevertheless, why Civil Services? "We establish contacts with people from varied fields. The job is challenging and never monotonous. Women, with their sincerity and hard work are capable of competing with men. Moreover, the 33% reservations have now made it a lot easier for them. This field needs people who want to elevate the poor."

When asked how it feels to be a government administrator, she says, "when one really helps the needy, the satisfaction one gets is complete. The poor express gratitude by way of words, tears and actions, overwhelming you with pride. I believe each goodwill and blessing I earn by way of a good turn is important, for it puts in the wee bit of luck required in complimenting my hard work."

Her sole passion is music... the food for her soul. Since her B.Sc. days, she is taking up formal lessons in 'tabla'. Her unpredictable schedule makes it difficult, "but I try to find time. I may rise early or sleep late, but sincerely and regularly, I pursue my lessons and practice. It keeps me peaceful, healthy and happy and keeps me going under pressure in office".

Presently, she has cleared the mains for the higher post of Deputy Collector and has faced the PI on 16th July successfully! Way to go Kirti... All the Best!



Naheed Deboo

Naheed Deboo's amicable and smiling face beautifully masks the responsibility she bears in having scaled heights greater than expected from a young girl her age. But a glitter in her eyes seem to reveal that part of her childhood, which she has kept aside, yet to be lived and explored...

A student of St. Mary's and a graduate in economics from Wadia College, Naheed was decisive about the career she wanted to pursue. She had a flair for marketing and was keen in doing an

MBA in a related field. This was just when the LPF had taken shape and the first batch of Lila Fellows was to be selected. Mrs. Poonawalla being a very old friend of Mrs. Deboo encouraged Naheed to apply. Needless to say, Naheed's credentials saw her through.

Naheed chose to do her Masters Programme in International Business at the Symbiosis Institute of Foreign Trade. She completed her summer training with Britannia, Bangalore, though she did have other options like the Hindustan Lever Limited at Gurgaon, Delhi. During the campus placements, she got absorbed in 'Citicop Information Technologies', now rechristened as 'Iflex Solutions Limited', which was the best option then. She underwent a

one and half month training in Bangalore followed by a training schedule in marketing in Mumbai. She is an Assistant Marketing Manager that involves International Marketing. She is incharge of the AsiaPacific Team taking care of the SoutheastAsian Market.

About her work environment and experience she says, "I've been with the company for 2 years now and it has been a colossal learning experience. My company develops Banking and Financial Software. The investments involved in both, sales and marketing are voluminous and closing a deal is a huge maul. I have to administer the whole process, right from dealing with the inquiry, making presentations and proposals and finally, the sale. It involves intense teamwork. What remains the sole objective is to complete the work irrespective of time barriers."

She does have some memorable achievements at work. "As I have business in the Southeast Asia, I got an opportunity to be a part of the Asian Banker's Seminar at Hong Kong and to interact with stalwarts of the field and peoples of various nations. I observed how work cultures and policies vary across the globe."

Is she content or does she plan to switch jobs? "I am very satisfied and I do not think my career is stagnating. It is a very dynamic business and offers newer challenges, which in turn stimulate my thought process and restructure my knowledge. I am presently the 'immediate next' to my boss and am ranked quite high in the firm. It has been two years with this company and at the end

(Continued on next page)

(Eve's Voice continued)

of each year, we have to present a self-appraisal. Fortunately, I have a highly creditable record of accomplishment. The day I feel I find the job mundane and I am learning nothing new, I may give up the job, but not in the near future as I see it."

When asked about the difference the scholarship grant made to her, she says, "It wasn't the amount that mattered. Getting it made me proud of being picked out as 'capable' out of so many. I felt that I should live up to the faith that was put in me. It encourages me to soar higher. I feel so important and unique when Lila Auntie shows concern about my progress, and pats my back. I feel she is doing it only for me but then I know she does the same to every one and

encourages each one similarly."

Her mother is her greatest support, inspiring and strengthening Nahid's dreams to come true. With moist eyes, Naheed adds, "I think my mom has worked harder than I, never restraining me from attempting anything new instead instigating me to mould my life and career courageously with the right attitude."

Naheed looks forward to daredevilry like whitewater rafting, skiing, mountaineering, scuba diving and hold your breath...Bungee jumping!

Watch out...!

B O O K R E V I E W



NAME OF THE BOOK : 24 Brand Mantras

AUTHOR : Jagdeep Kapoor

EDITION : FIRST EDITION

YEAR OF EDITION : 2001

PUBLISHER : Response Books

PRICE : 150/-

Establishing a place in the minds and hearts of consumers is inevitably the bulls eye for any marketing executive or brand manager. Jagdeep Kapoor is a successful marketing consultant who has not only created

winning brands but also has an impressive clientele from multinational and Indian firms. He is also a visiting faculty member at the Jamnalal Bajaj Institute of management studies.

The "24 Brand Mantras" written by Jagdeep Kapoor is a useful tool and guide for any marketing executive who is trying to construct a brand image. In today's highly aggressive market, where most brands do not survive due to inadequately conceptualized brand strategy, Kapoor eases the situation by providing 24 action oriented mantras that can help to create and grow successful brands. The book focuses on building brands by appealing to both the minds and hearts of consumers. Written in a simple style it is reader friendly and can appeal to a fresh marketing student as well as a senior marketing

professional. The book is inspired from the author's experience as Marketing professional. The mantras are formulated to provide satisfaction to the consumer as also to create profits for the marketer. The mantras are crisp, easy to remember and follow. The book covers all the important elements of the marketing mix: segmentation, positioning, advertising, promotion, sales distribution, and product portfolio design, pricing and customer service. Well illustrated with real life examples of brands, the book makes for the successful articulation of a winning brand strategy.

The book is divided into two sections 'Mantras for the Mind' and 'Mantras for the Heart'. The former focuses on subjects like; shorter brand names, benefit segmentation, sampling, communication, advertising in the right proportion, consumer needs, underpricing, brand profits, consumption and visibility. The latter concentrates on helping the marketing executive in weaving a strong bond with the consumer. It covers subjects like hospitality, service, honesty & respects towards consumer, understanding customer needs & emotions, to emerge a brand winner.

Being specific and focused assists in developing a unique brand personality. You must nurture a brand as you would your own child. Service gives you a cutting edge in the market because 'value' is what a customer looks for before he can brand a brand.

Kavita Vasant

YOUR'S TRULY

On behalf of the Crusaders and the Lila Poonawalla Foundation, I wish to welcome and congratulate the latest additions to the fast growing Lila Poonawalla Foundation.

We are celebrating. Inspira has just turned a year old! The first issue was released at the 5th Award Function last year. A lot of water has flown under the bridge. The objective of 'interaction' that we had started with has been achieved through interesting columns like Eves Voice and Pot Pourri. Inspira is a platform for all of us to voice our opinions and share our experiences. The team is here to facilitate the communication among the Lila Fellows and the Trustees. We make it a point to call or visit the Lila Fellows, as do the Trustees. Meetings and various programs are arranged for the Lila Fellows. Through the Trustees and Mrs. Poonawalla, herself we are informed of your response plus your contributions keep us going. Your feedback and cooperation is definitely required. To help us maintain the circulation, please do give us your correct telephone numbers, postal and email addresses. This will insure that you receive your copies of Inspira. Priceless time and effort and innovative ideas are rolled into the design of every issue. Although it is an honorary service, my teammates Jayashree, Snehal, Rajani, Kavita and Lubainah have been extremely dedicated and supportive. Here is a heartfelt 'THANK YOU' to the TRUSTEES for their motivation and for you CRUSADERS, who never failed to meet deadlines and give your work the best shot. Without you, Inspira would certainly lack the lustre.

So all you guys out there, join in and add your dash of color!

Editor : Uzma Kazi

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